



97.5 The Oasis: Listener Profile

Total Listeners (December '06): **33,100 and growing daily!**

BENEFIT: This amazing growth, after just 3 months and no outside marketing, has already made the Oasis **a powerful marketing tool** for Utah businesses!

Demographics: **61% Female / 39% Male**

BENEFIT: Oasis provides the **ultimate marketing opportunity** by delivering the most coveted consumer group, women with families, while not driving away male listeners!

% of Audience by Age Cell:

18-24: 10.2	35-44: 23.8
25-34: 17.0	45-54: 20.9

BENEFIT: This nicely-balanced audience serves up **greater consumer reach** for advertisers!

Daily Time Spent Listening During Key Periods:

Mon-Fri 6A-7P	Adults 18-49	2 hrs, 01 min	Mkt Rank: #1
Mon-Fri 6A-7P	Women 18-49	2 hrs, 42 min	Mkt Rank: #1
Saturday 6A-7P	Adults 18-49	2 hrs, 10 min	Mkt Rank: #6 (Spanish #2 & 5)
Saturday 6A-7P	Women 18-49	2 hrs, 29 min	Mkt Rank: #2 (Spanish #1)

BENEFIT: Oasis listeners listen long... and will **hear your message repeatedly!**

% Listenership by County:

Salt Lake: 49.4	Utah: 14.0	Tooele: 2.1
Weber: 29.0	Davis: 5.1	

BENEFIT: Showing early penetration throughout the Wasatch Front, the Oasis helps advertisers **expand their customer base!**

% Listening by Location: **At Home:** 14.3 **In Cars:** 50.0 **At Work:** 35.7

BENEFIT: Oasis listeners take their station with them wherever they go, allowing you to deliver your meaningful message to these potential new customers **over and over again!**

Reaching Working Women: **34.4% Work Full-Time / 31.3% Work Part-Time**

BENEFIT: This high % of working women means a greater likelihood for multiple-income households and **more discretionary income** to spend on your products/services!

Monthly Spending Power for Retail Services/Products: **37.3 Million**

Monthly Spending Power for Groceries:	4.4 Million
Monthly Spending Power for Clothing:	664,000
Monthly Spending Power for New/Used Vehicles:	7.4 Million

BENEFIT: Oasis listeners have families, which equates to **greater consumer needs** and more **active shopping!**

Source: Fall '06, SLC ARB, 12+ Cume (unless otherwise noted)